

Collegian Business Staff



THE UNSUNG HEROES OF COLLEGIAN . . . Neal Keitz and John Grosch are two of the circulation staffers who ready the Collegians for delivery each morning.



BILL HESS, Local Advertising Manager, explains the use of mat books to staffers Susie Whisler, Vera Bogdan and Margie Downer (l-r).

• Feature by Collegian Photo Staff •

Work done by 100 members of the business staff of The Daily Collegian coordinates publication and distribution of the paper and keeps the cost per Collegian at 1½ cents for each copy.

The five staffs — promotion, classified ad, circulation, local ad and credit — are headed by 13 senior board members — business manager, local ad manager, assistant local ad manager, promotion manager, special page manager, credit manager, national ad manager, co-circulation managers, personnel manager, classified ad manager, office secretary and research and records.

Candidates' school for those interested in working on one of the staffs will start at 6:30 p.m. Tuesday. Students must have at least a 2.0 All-University average to join the staff.

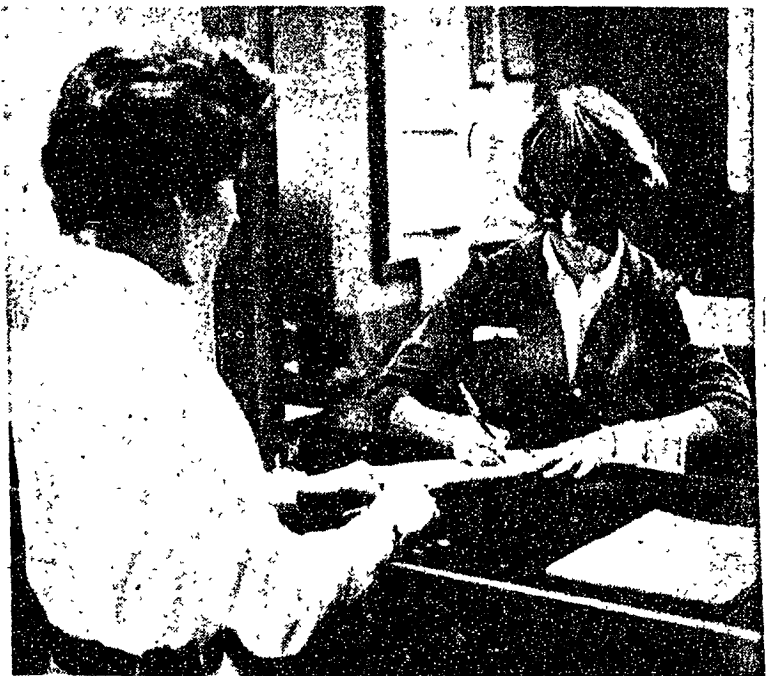
Credit staff is most directly concerned with the finances of the paper. Members of the staff do the billing for classified and local ads.

Circulation staff is responsible for distributing papers on and off campus, including over 450 mail subscriptions.

The promotion, classified ad and local ad staff sell and lay out the ads for each issue of the paper.



ONE OF COLLEGIAN'S "SUPER SALESMEN," Assistant Local Ad Manager Chet Lucido plans an ad with Bill McCoy of Hur's.



LOST? . . . WANTED TO BUY? . . . Classified Ad Manager Sara Brown takes a classified from one of the many students who use this Collegian service.



BUSINESS MANAGER GEORGE McTURK and Promotion Manager Dee Anderson discuss plans for this feature page.



COLLEGIANS ARE LOADED BY Neal Keitz for delivery at 7 a.m. to the HUB, residence halls, fraternities and other off-campus locations.



BILLS . . . BILLS . . . BILLS. Credit Manager Murray Simon supervises two of his staffers as they write bills for local and classified ads.